

TO: Field Sales Force

FROM: Tim McGovern/Deborah C. Potter

SUBJECT: MLP Tracking Survey

DATE: June 17, 1993

Listed below are the prebooked volume and spending commitment results from the MLP tracking project for all reporting accounts as of Week 3. A total of \$179 million has been committed to MLP and represents +19% over budgeted allocations (\$150 million). Note that Sales Reps were requested to report on all accounts that accepted the promotion, and that budget allocations do not include funding for contingency (non-workload) accounts.

The spending commitments were collected from 94% of all Units, similar to the previously reported level. Retail Masters outlets accounted for 69% of all prebooked volume and associated spending commitments.

	<u>Total</u>	<u>Retail Masters</u>	<u>Non Retail Masters</u>
Volume (4wk cpw)	44,356,897	30,438,386	13,918,511
Dollars	\$178,997,988	\$122,929,916	\$56,068,072

The attached text outlines the results from the tracking survey and are grouped according to the following criteria:

National Objectives
Co-Funding Participation
POS Participation
Display Placement
Reported Non-Compliance
Marlboro Pricing at/below Legal Minimum
Average Pre-Booked Volume
Average Pre-Book Spending Commitment
Retail Pricing Dynamics

Topline and Regional information is reported on a Total, Retail Masters and Non-Retail Masters basis. Please note that all measures are available down to the Unit Level.

Please call if you have any questions or comments.

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